



INTERNATIONAL SIGN ASSOCIATION

# BUILDING OPPORTUNITIES IN ARCHITECTURAL SIGNAGE

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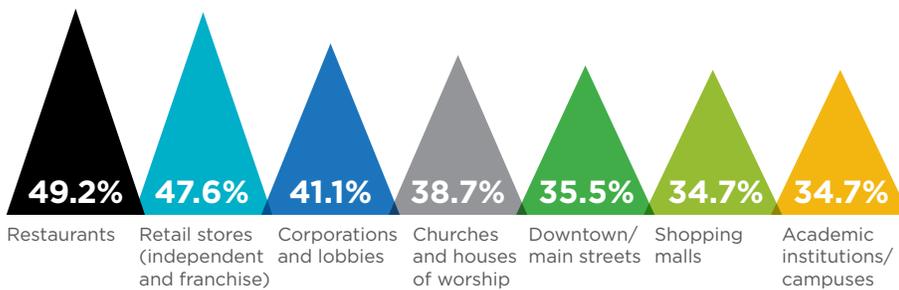
The relationship between a sign manufacturer and an architect, designer or facilities manager may be close, particularly if the sign shop works in certain sectors. For others, though, it remains an untapped opportunity.

## THE ARCHITECTURAL SIGNAGE BUSINESS

What percentage of a sign shop's business is in architectural signage?

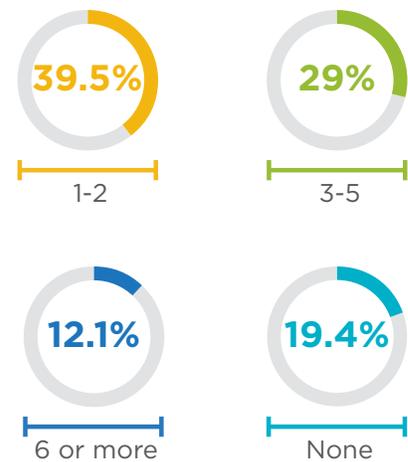


For those who do architectural signage work, the fields are varied.



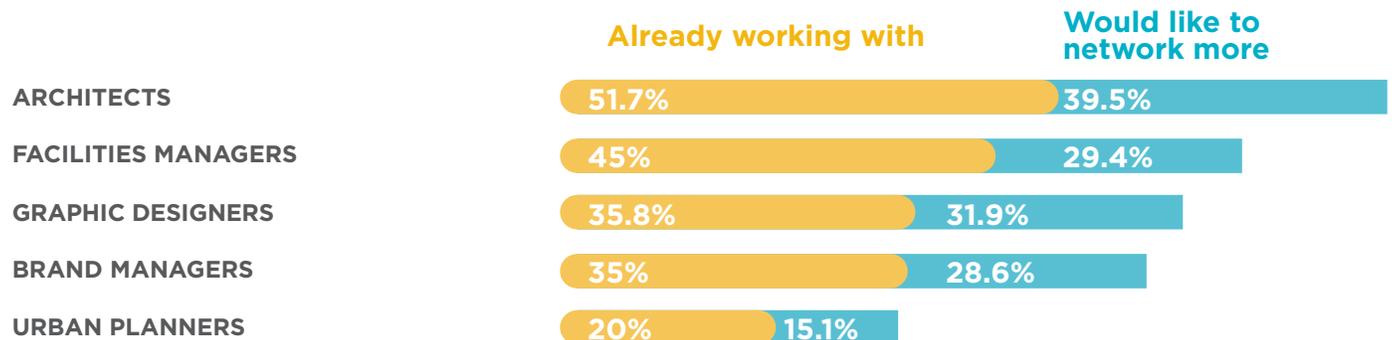
## THE ART OF DESIGN

Many sign shops work with design firms on large projects, but most like to have at least some design talent in-house. Architectural sign companies have the following number of designers on staff.



## WORKING TOGETHER

Those sign companies that complete architectural signage projects often work closely with the following professionals. But they see opportunities in growing these relationships and would like to connect more.



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Composite ratios were computed for this report and form the basis for the tables and graphs.

Percentages in the tables and charts may not add up to subtotals and totals exactly, due to rounding.

SOURCE: International Sign Association, survey of attendees, ISA International Sign Expo 2014.



Learn more about ISA's work to engage architectural designers and specifiers by contacting Sapna Budev, ISA's Director Strategic Initiatives, at [design@signs.org](mailto:design@signs.org).